Case Analysis Rubric

Criterion	Unacceptable	Minimal	Fair	Good	Excellent	Weight
Description of the Case and Identification of Major Issues	No or brief description is given. No identification of major issues.	Description of case is minimal, insufficiently capturing important case details. Failure to identify and fully articulate major issues.	Description of case is unnecessarily long or too short and needs more detail. Major issues are identified, but not fully articulated.	Description is concise and most major issues are identified and well articulated.	Description of case is concise and contains thoughtful examination. All major issues are identified and well articulated.	5/25% of grade
Score	**0**	**4**	**6**	**8**	**10**	**10**
Connections to Course Readings, Material and Research	In analyzing the case no course content is used to address the case issues or support the conclusions.	In analyzing the case, content is mentioned, but not used to support the issues or the conclusions.	In analyzing the case, key course content is used to offer some support for the issues and/or the conclusion.	In analyzing the case, key course content provides important linkages between the material covered and the issues of the case and also to support the conclusion.	In analyzing the case, course content is used critically and creatively to support the issues and conclusion.	3/15% of grade
Score	**0**	**5**	**7**	**9**	**10**	**10**
Depth and Scope of Analysis	The analysis failed to provide the basic operational and strategic scope of case.	The analysis is superficial, missing major components of the strategic and/or operational aspects of the case.	The analysis takes into account both strategic and operational aspects, but is not balanced in its approach.	The analysis is detailed and documents both operational and strategic aspects in a balanced way.	The analysis is detailed, providing an insightful review on both operational and insightful aspects of the case.	5/25% of grade
Score	**0**	**4**	**6**	**8**	**10**	**10**
Solutions and Strategies	Little or no actions are suggested to the issues. No or a very weak solution is presented.	Superficial and/or ill-fitting strategies or solutions are provided.	Solutions and/or strategies need some improvement to be implementable.	Appropriate, well thought-out solutions to most issues are provided. Solutions would most-likely be implementable.	Well documented, reasoned and excellent strategies are provided to issues and proposed solutions are implementable.	4/20% of grade
Score	**0**	**6**	**7**	**9**	**10**	**10**
Writing Clarity and Quality	Writing is unclear. Grammar and	Writing is clear, but not concise. Style	Writing is clear and professional is style.	Writing is clear, concise and	Writing is clear, concise and	2/10% of grade

Criterion	Unacceptable	Minimal	Fair	Good	Excellent	Weight
	spelling mistakes are numerous.	may be inappropriate (e.g. too casual) for assignment. Some spelling and grammar errors are apparent.	While generally concise, the paper could be tightened up a bit. Few spelling or grammar errors.	professional. Minimum spelling and grammatical errors.	professional. The writing follows a logical flow. No spelling or grammatical errors are present.	
Score	**0**	**4**	**6**	**8**	**10**	**10**
APA formatting	No citations are listed. Plagiarism is evident.	Most references are cited using APA style, although there are many errors.	All resources and references are cited using APA style, but there are some errors.	All resources and references are cited using APA style with a few errors.	All resources and references are correctly cited using APA style./ References were not required	1/5% of grade
Score	**0**	**2**	**4**	**6**	**10**	**10**
TOTAL						**100**